

Travel Board Minutes

September 9, 2025 3:30pm

Castle Dale, Utah/Green River, Utah

Attendance: AnnDee Mead, Lacey Hardman, Larry Johansen, Tifnie Hansen, Camie Bell, Kaylee Morris, Danny VanWagoner, Travis Bacon, Maria Sykes, Ren Hatt, Belinda Peacock, Peggy Kremers, Kaylee's Mom and Mother in Law, Nathan Martinez, Candice Cravins, Lisa Miller, Tom King, Amanda Leonard, Keven Jensen, Cathy Gardner

Conducting and Welcome: Travis Bacon

1. Discussion/Presentation (N/A)

2. Approval of Minutes: July 2025 Motion to approve with attendance change made by Ren, seconded by Terri. **Motion passed.**

3. Discussion: September Volunteer of the Month. Presentation of volunteer award to Mistie Christiansen with thanks for her role and hard work with the ranch rodeo during the fair.

4. Presentation: SouthEastern Utah Stock Show. Presentation by Kaylee Morris reporting on the recent local stockshow, as well as how sponsorship funds were used, and the success of the show.

Councilmembers Tom Kay and Lisa Miller reported on the advertising/marketing and success of their recent Huntington Heritage Days Rodeo. They expressed thanks for the event sponsorship and reported sold out seating and a great rodeo.

5. Discussion/Approve/Deny: Goblin Valley Signage and Visitor Information Project. Some safety concerns from Goblin Valley and nearby public lands came up during the last Trails Committee meeting. A meeting was held between the travel bureau, Goblin Valley, and the BLM. One concern was getting signage up at Goblin Valley on an empty kiosk, but there are also concerns regarding Search & Rescue Efforts in the Little Wild Horse area. Signage needs to be updated to make the nature and dangers of the trail more clear and understandable to visitors. Discussion on the amount to allot to each sign. Motion made by Larry to set aside up to \$5000 to update and install three signs in the Goblin Valley area, seconded by Lacey. **Motion passed.**

6. Discussion/Approve/Deny: Event Workshop. Presentation by Amanda about a recent idea which came from a planning session. With future event budget changes coming up, the idea is to present a workshop for event coordinators this fall. This would help event coordinators be more efficient and effective with their efforts and fundraising. They are looking at a date in November, the workshop would be catered, they would like to supply supplies and materials, and are projecting needing up to \$2000 to put the workshop together. Discussion on the "curriculum" and focus on the workshop. Motion to approve moving forward with the workshop and amount of \$2000 made by Keven, seconded by Lacey. **Motion passed.**

7. Discussion/Approve/Deny: Ferron City Livestock Event Center Funding and Cooperative Agreement. Ferron City has been holding meetings and planning sessions to get a new building built that will replace the old building as well as hold other events and gatherings throughout the year. They were awarded a CIB grant and loan last week. They also received some insurance money. They need a letter of financial commitment from the travel bureau in order to finalize their CIB grant process. Keven and AnnDee have been meeting with state representatives to make sure that the project complies with travel and tourism regulations to ensure that this funding would be correctly used. Discussion on the efforts of Mayor Jackson and Ferron City having done research and homework to ensure compliance with regulations and avoid issues having to mitigate misused funds. Discussion on TRT income and fund usage across the county. Discussion on funding amounts for the project, and timelines for the project moving forward. Motion made by Larry to commit \$500,000 to Ferron City's event center project. **Motion passed.**

8. Discussion/Approve/Deny: Vision and Mission Statement. Presentation of draft for a vision and mission statement. Motion to approve with minor corrections made by Keven, seconded by Larry. **Motion passed.**

9. Discussion: BLM Land through RPP Act for potential Tourism Assets. Keven presented the topic of BLM land that is up for sale near the Sheriff's office and the potential idea of relocating and enhancing the Castle Dale City ball and sporting assets in order to utilize more downtown space for equine events. There is a possibility of purchasing through the RPP act. This will require a lot more discussion and planning, but the idea is being presented to keep the board in the know for future conversations.

10. Discussion: Visitor and Resident Sentiment Surveys. Coming from the efforts of honing in on marketing efforts, looking for input on what to include and what kind of questions to ask. Discussion on focusing on the visitor aspect now and approaching locals and business owners in Jan-Feb. Discussion on what kind of information to seek from a survey and how to incentivize.

11. Discussion: Budget 2026. The Budget is due next week. Discussion on how to best review these budget topics with the board. AnnDee will have materials prepared for discussion Monday the 15th at 4:00. Presentation of main line items and what will need to be discussed. Discussion on budget changes state-wide and how those will affect TRT on a county level.

12. Discuss Reports of the Following:

a. Event Coordinator: Amanda provided updates on the Coal Country Clash tournament which went well, 30 teams are signed up for the Melon Day tournament. She has been working with Kevin developing the event workshop plan. They are also restocking swag, and planning a few events to finish out the year. They were able to donate some bags and chapstick for the special little rodeo that recently took place. Discussion on baseball

tournaments- numbers, locations, and venues.

AnnDee shared the sponsorship from the ECTB in the Blue Sage Junior Rodeo and the successful summer rodeo season. A lot of families from out of town came and spent money in the community and the series is growing each year.

b. Marketing: Billboards in Green River have been updated! We also received new stickers to go on visitor guide boxes. Discussion on Goblin Valley/Green River marketing efforts and map development.

c. Museums: Belinda reported a rise in visitation in August at the museum. They held a wire wrapping class which went really well with 6 people. As numbers increase they plan to expand the class. Rock Talk will be held this Friday and will include educational talk about lots of different rocks and fossils. They held camps for kids over the summer and learned a lot about how to be successful in those camps.

d. State Parks: Tifnie reported that visitation has gone down a bit recently apart from Millsite due to Peach Days activities. They held a great moonlight soundbath and paddleboard event that brought lots of visitors. USUEastern held an event last Saturday with a good turnout for a great cause. They hosted a cross country meet at Huntington as well. Looking forward to a color run on the 27th partnered with One Direction.

e. Trail's: We were awarded the OHVR grant for maps. We have a cover design from HUB and need to meet with IT and get the maps finalized and printed. Both motorized and non-motorized maps will be printed. There was a lag in trails work with the fire restrictions but they are getting back to work this month with the BLM at Sage Brush Bench. The rest of the fall and winter will bring more projects.

f. Grants: Besides the OHVR grant we were awarded the COOP marketing grant. It was whittled down a bit so we will have to work with what we received.

g. Financials: Presentation of monthly tax incomes and state-wide changes and rates. Rates are down all over the state and out of state. Discussion on local tax incomes and the different municipalities that are collecting.

h. Board Member Lacey provided a report from attending the Agro/Astro-tourism conference in Cedar City in August. She and Ben both learned a lot. She got to have an astrotourism experience and learned about the different opportunities applicable to our area. She was impressed with the idea that travelers want to immerse in and embrace real life experiences. The state office has created a shareable toolkit for people interested in agrotourism and astrotourism ventures. Discussion on the applicability of agro/astro tourism opportunities in our area.

Adjourn - Thank you for coming!